

2007 Utah Tourism Conference
May 16-18, 2007
Price, Utah

Contest Winners

Best of Show

Deer Valley Lodging, Chataux at Silver Lake Brochure

Brochure

Under \$250,000, Top of Utah (7.25)

Over \$250,000, Deer Valley Lodging (8.9) Beautiful, solid design.

Billboard

Over \$250,000, Solitude Ski Resort (8.5) Good ad, works creative and strategic.

Promotional CD/DVD

Under \$250,000, San Juan County Economic Development (7.8) Gorgeous selection of photos.

Over \$250,000, Cache Valley Visitors Bureau (7.7)

Direct Mail

Over \$250,000, Park City Performing Arts Foundation (6.6)

E-mail Promotion

Over \$250,000, Salt Lake Convention and Visitors Bureau (8.2) Good looking design.

Logo

Under \$250,000, Box Elder County Tourism (7.2) Nice historic feel.

Over \$250,000, Ski Utah (8.5) Great logo!! Good, clean modern.

Newsletter

Over \$250,000, Ski Utah (6.9)

Print Ad

Under \$250,000, Box Elder County Tourism (8) Why only visit on your way to Jackson.

Over \$250,000, Deer Valley Resort (8.8) Great idea!

Specialty Item

Under \$250,000, Ballet West, Calendar (8.8) Very professional. Hits targets perfectly.

Over \$250,000, Park City Performing Arts Foundation, Coasters (8.3) Unique Idea.

TV Ad

Under \$250,000, Ballet West (8.3) Funny, good idea.

Over \$250,000, Utah Shakespearean Festival (8.6) Funny.

Tradeshow Booth

Under \$250,000, Wayne County Travel Council (7.3) Good use of 3D.

Visitor Guide

Under \$250,000, Canyonlands by Night (8) Outdoor photography very inviting.

Over \$250,000, Thanksgiving Point Institute and Salt Lake Convention and Visitors Bureau (8.75)

Website

Under \$250,000, Zion Mountain Resort (8.2) Good looking website.

Over 250,000, Ski Utah (7.9) Good idea, good feel, easy navigation, creates community.

Radio/PSA Ad

Under \$250,000, San Juan County Economic Development (6.1) Very straight forward.

Over \$250,000, Utah Hogle Zoo (7.8) Good concept, humor works.